

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017 SESSION

LCT1017 – COMMUNICATION THEORIES

(All sections)

29 MAY 2017
2.30 p.m. – 4.30 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** pages with **TWO** sections only.
2. Answer **ALL** questions in **SECTION A** and choose only **TWO** questions in **SECTION B**.
3. Write all your answers for **SECTION A** and **B** in the *Answer Booklet*.

SECTION A: STRUCTURED QUESTIONS [20 MARKS]

Instruction: Answer *ALL* questions.

1. Edward Hall coined the term proxemics to refer to the study of people's use of space as a special elaboration of culture. He believed that Americans have *four* proxemics zones. Explain each zone. (4 marks)
2. Uncertainty reduction theory focuses on how human communication is used to gain knowledge and create understanding. What are the *two* types of uncertainty? Explain each. (2 marks)
3.

Communication = content + relationship

Explain the equation above. (3 marks)
4.
 - a. What does ego-involvement refer to? (1 mark)
 - b. Explain *three* features that are typical of high ego-involvement. (3 marks)
5.
 - a. Stimulated by Mikhail Bakhtin's conception of dialogue, Baxter suggests that dialogue is a *constitutive process*. What does she mean? (1 mark)
 - b. According to Baxter, what is an aesthetic moment? (1 mark)
6.
 - a. Ting-Toomey and other face negotiation theorists are concerned with *face*. Define the word *face*. (1 mark)
 - b. Illustrate the basic logic of Ting Toomey's face negotiation theory. (2 marks)
7. Explain how the index of curiosity influences agenda-setting. (2 marks)

Continued...

SECTION B: ESSAY QUESTIONS [30 MARKS]

Instruction: Answer any *TWO* questions.

Question 1

Feedback is the livewire of communication as communication is the livewire of human existence and interaction. The process of communication finishes only when the vicious cycle ends up with feedback.

- Explain the role of feedback in communication. (6 marks)
- How does "noise" affect feedback? Provide an example. (4 marks)
- List the importance of feedback in communication, either in a formal or informal setting. (5 marks)

Question 2

Leadership is all about making decisions. The management cartoon below is perfect in reflecting ourselves, our relationships, our choices and sometimes our company or company culture. Decision making brings a structured or reasonable thought process to the act of deciding.



- Using a step-by-step decision-making process, identify and explain how you can help make more deliberate and thoughtful decisions. (8 marks)
- Briefly explain Hirokawa and Gouran's three types of communication is decision-making groups. (3 marks)
- At a meeting in Jalil's fraternity, the committee spends two hours brainstorming possible ideas for service events during the semester. Jalil's group is most clearly engaging in which of the requisite functions? Explain. (4 marks)

Continued...

Question 3

Fisher has consistently pointed to narrative rationality as the concept that makes the narrative paradigm unique and affords an advance over prior theories. In elaborating his paradigm, Fisher explained what the concept entailed. Noting that narrative rationality is comprised of two subparts, he proceeded to describe each as follows:

Narrative probability . . . concerns the question of whether or not a story coheres or “hangs together,” whether or not the story is free of contradictions.

Narrative fidelity concerns the “truth qualities” of the story, the degree to which it accords with the logic of good reasons: the soundness of its reasoning and the value of its values. To test soundness, one may, *when relevant*, employ standards from formal or informal logic. Thus, one must be attentive to facts, particular patterns of inference and implicature, and issues—conceived of as the traditional questions. . . . However, the narrative paradigm envisions reasons as being expressed by elements of human communication that are not always clear-cut inferential or implicative forms. Any individuated form of human communication may constitute a “good reason” if it is taken as a “*warrant for accepting or adhering to the advice fostered*” by that communication (“Elaboration,” 349-50).

- a. The procedure implied in the passage cited above can be schematized using a tree diagram. *Illustrate the tree diagram* clearly. (4 marks)
- b. Does Fisher’s story have coherence and fidelity? Explain any *two* reasons according to critiques. (4 marks)
- c. Explain Rational-world verses Narrative Paradigm. Do a comparison of five assumptions on Rational-world and Narrative Paradigm. (7 marks)

End of Paper